

STUDEBAKER

1961

ACCESSORIES

Designed Exclusively for

Your New **LARK**

HIGHWAY FIDELITY

BY STUDEBAKER

CUSTOM DESIGNED AND ENGINEERED. Studebaker radios are custom designed and engineered to give you the finest in high fidelity reception. They are exclusively styled for Studebaker cars to harmonize with the interior styling and lighting and give you a custom appearance that no other radio can equal.

Studebaker radios are transistor-powered to provide longer life, road shock resistance, low current consumption and quieter operation. Their exceptionally high-power output makes it possible to listen more clearly to stations from much greater distances. An exclusive suppression system reduces to a minimum the noise, static and interference commonly caused by engine operation and electrical components of the car.

Look for the name "Studebaker" on the radio face plate to assure yourself of the finest in car radio listening pleasure.

STUDEBAKER TRANSISTOR-POWERED PUSH BUTTON TUNING RADIO. You get true console power, tone and performance along with the convenience of five easy-to-set push button selectors for easy and fast tuning. Exceptional Power Output, Console Speaker, and Symphonic Tone Control which automatically provides the highest fidelity in music, voice and bass make listening a thrilling pleasure at all times.

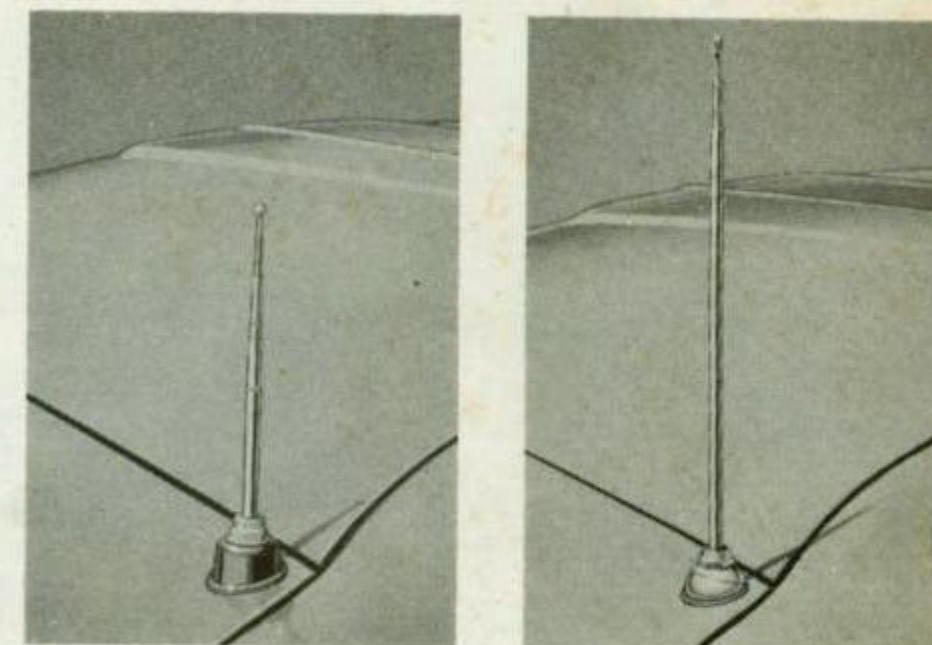
FOR MILES OF LISTENING PLEASURE



STUDEBAKER TRANSISTOR-POWERED MANUAL TUNING RADIO. You get exceptional power, tone and performance at an economy price. Transistor-Powered for longer life, road shock resistance and quieter operation. Console speaker provides unequalled tone quality. Exclusive Straight Line Tuning gives you greater selectivity and better sensitivity.



REAR SEAT SPEAKER. Enjoy car radio reception at its best. The rear seat speaker operating in unison with the speaker in the instrument panel provides a stereophonic tone quality that's a pleasure to hear. Manually controlled 3-way switch allows you to play front or rear speakers separately or simultaneously if you wish.



AC-2688 INTERNALLY CONTROLLED REEL TYPE ANTENNA. (Left) This popular front cowl mount reel type antenna has exclusive features engineered by Studebaker for top performance and ease of operation. It is controlled from inside the car by a knob which is located within easy reach of the driver.

AC-2960 MANUALLY CONTROLLED ANTENNA. (Right) This manually controlled front cowl mount antenna is low in price and high in quality. The telescoping chrome plated brass mast is synchronized to the requirements of the Studebaker radios for maximum output and performance.

ENGINEERED

Style

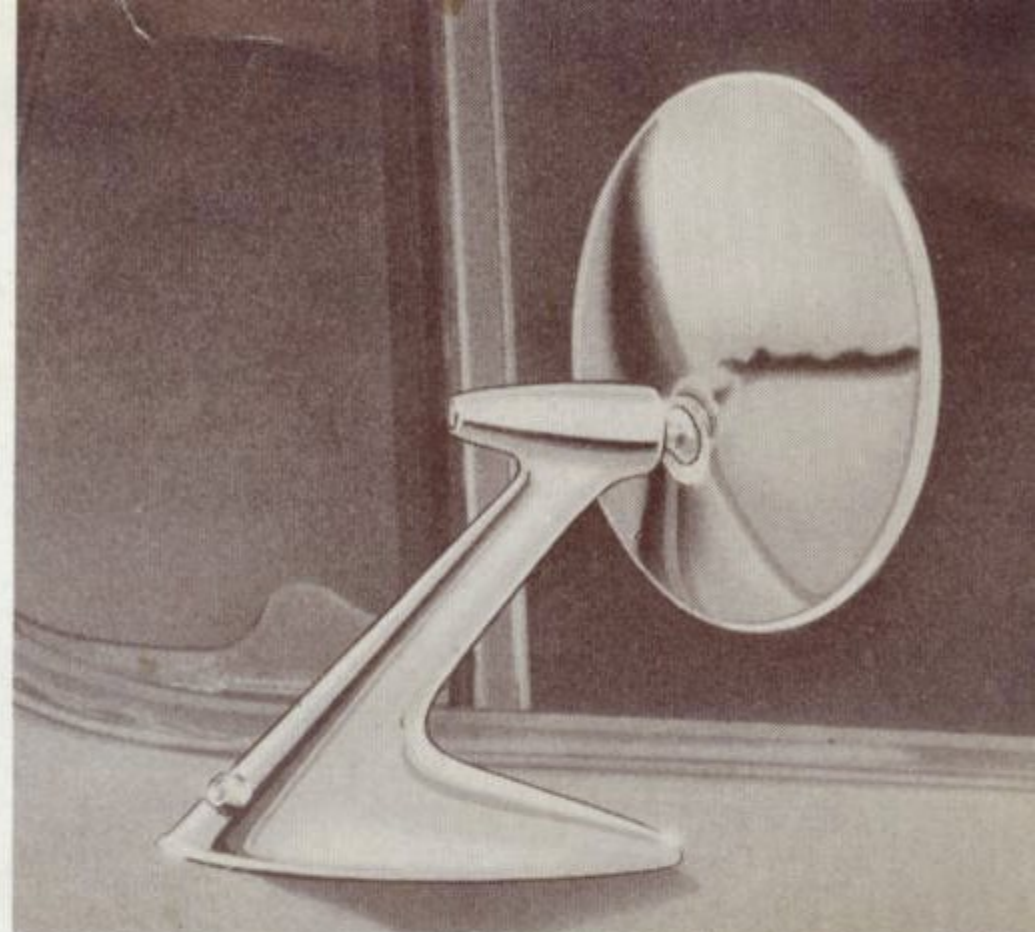
FOR YOUR NEW
STUDEBAKER

AC-3073 LARK HOOD ORNAMENT. Styled with a flair to add a special note of distinction to the simplicity of the Lark styling. The gleaming chrome finish adds beauty and grace to all Larks.

Studebaker accessories are designed and styled exclusively for Studebaker cars and, therefore, function and look better. Their lasting quality and workmanship are guaranteed. Remember that Factory Tested & Approved Studebaker accessories are best for Studebaker cars.

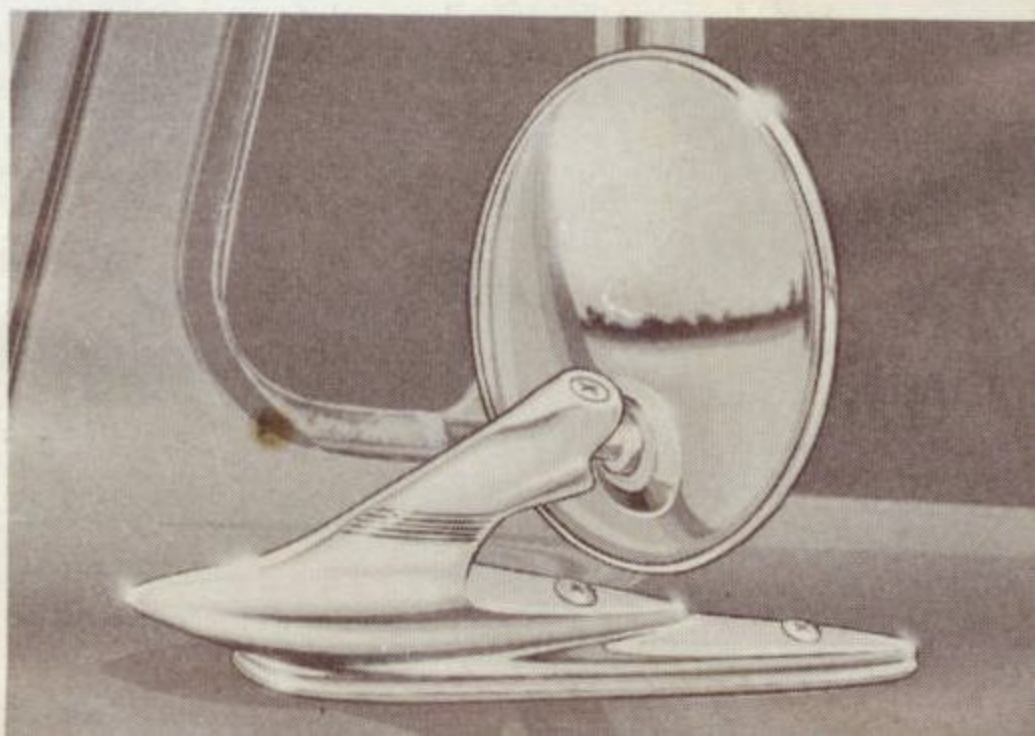


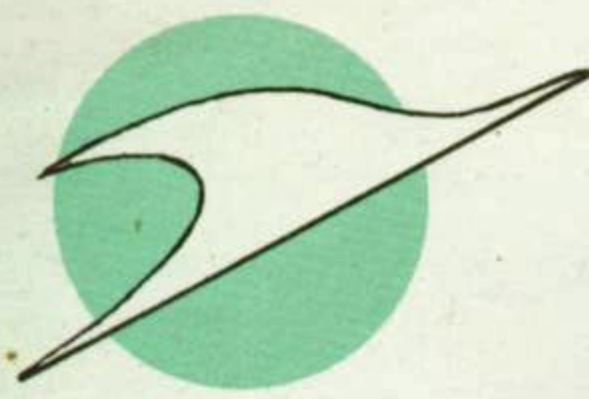
AC-2941 VERTICAL BUMPER GUARDS. Provide the maximum protection for both the grille and rear panels with vertical bumper guards designed for use on the front and rear of all Lark models. Finished in high lustre chrome to add to the beauty of the car.



AC-2985 LARK MIRROR. Distinctive styling to add beauty and utility to your Lark. Beautifully polished chrome finish. First surface glass gives extra sharp image. Especially designed for door mounting, right or left side.

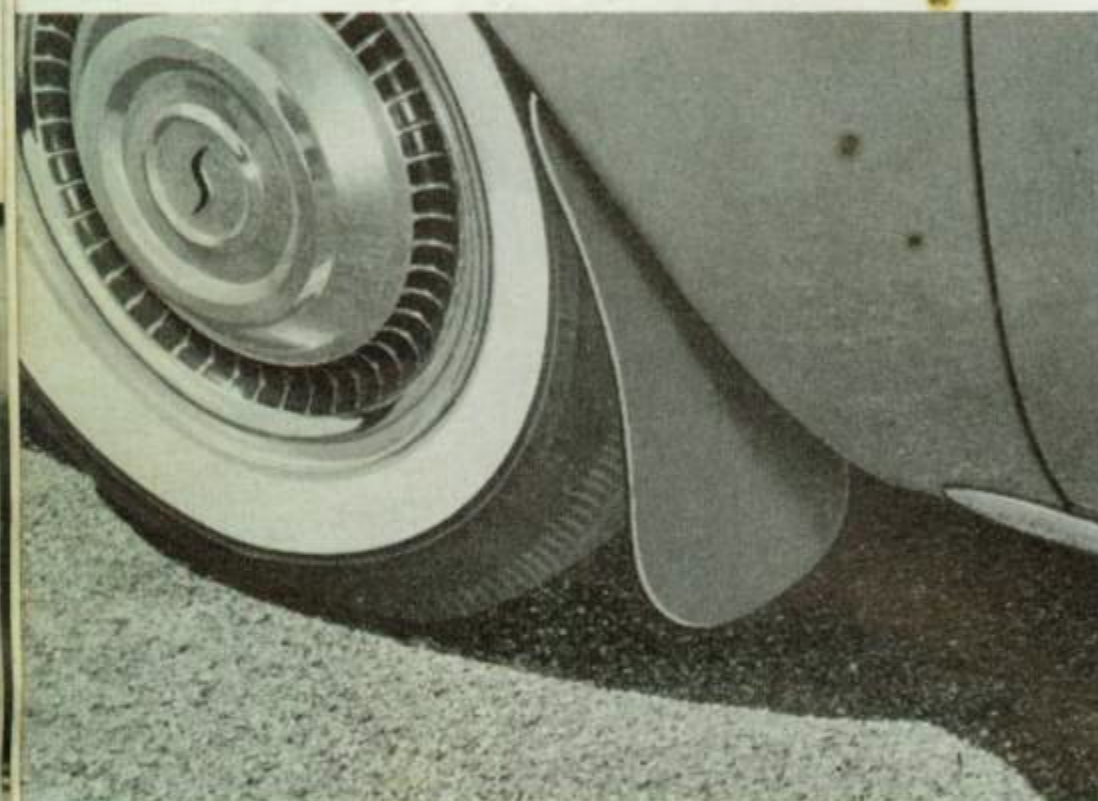
AC-2918 STRATOLINE MIRROR. Exclusively styled mirror creation. Speedlined to enhance the beauty and style of the Lark. Features non-glare glass for safety, replaceable head for economy and heavy duty chrome for longer life. Adaptable for either door or fender mounting.



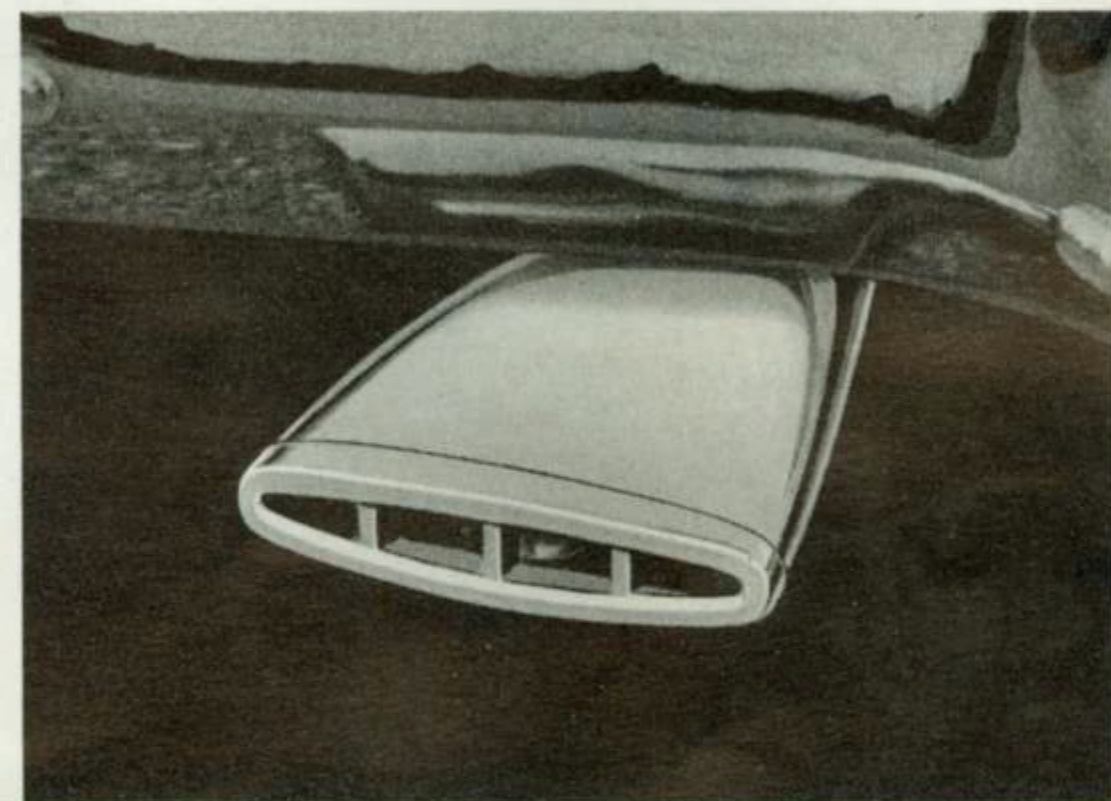


Style

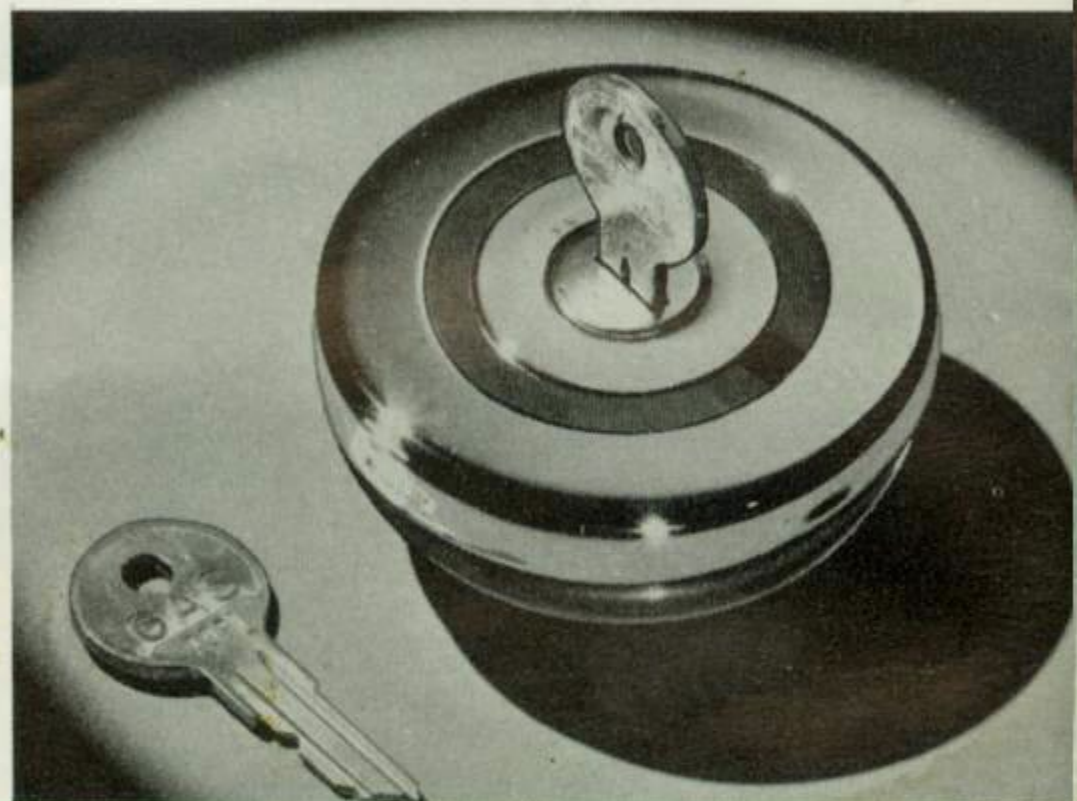
FOR YOUR NEW STUDEBAKER



AC-2028 SPLASHGUARDS. Especially designed to deflect dirt, gravel and road oil thrown back by the front wheels and to protect the paint finish. Constructed of long lasting heavy-duty rubber reinforced with a steel insert at fastening points. Black only.



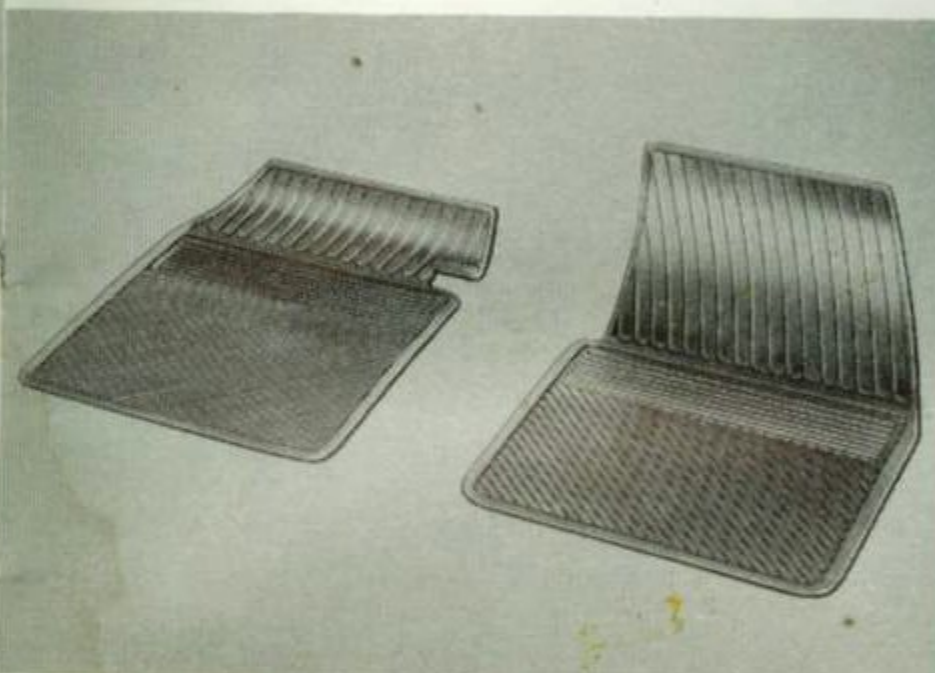
AC-2840 EXHAUST DEFLECTOR. A handsome complement in easy-to-clean stainless steel designed for use on Hawk models and most cars. Protects the chrome surface of the bumper by deflecting corrosive and injurious gases away from the exposed surfaces.



AC-2972 LOCKING GAS CAP, ALL LARK AND HAWK MODELS EXCEPT STATION WAGONS.
AC-2980 LOCKING GAS CAP, LARK STATION WAGONS. Positive protection against gas tampering and theft. Strong snap-on lock with two keys. Chrome finish.



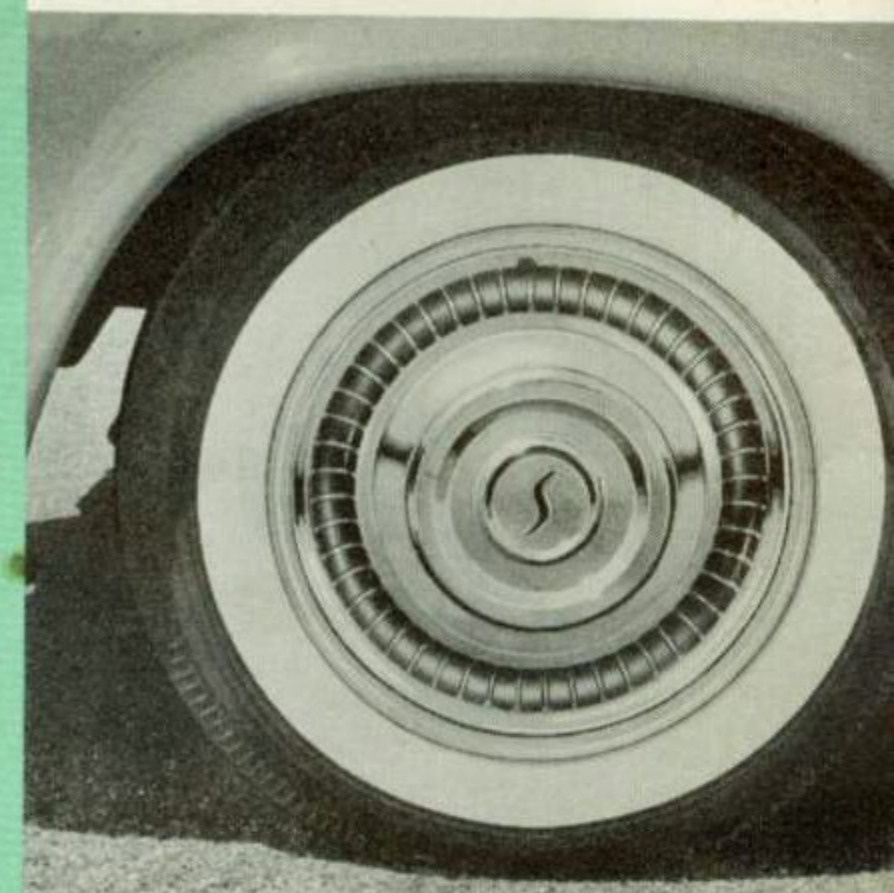
AC-2983 STATION WAGON CARGO MAT. Protect the rear cargo area of your Lark Station Wagon against dirt, scuffing and tearing when carrying loads. Heavy duty ribbed black rubber mat embossed with the Lark insignia.



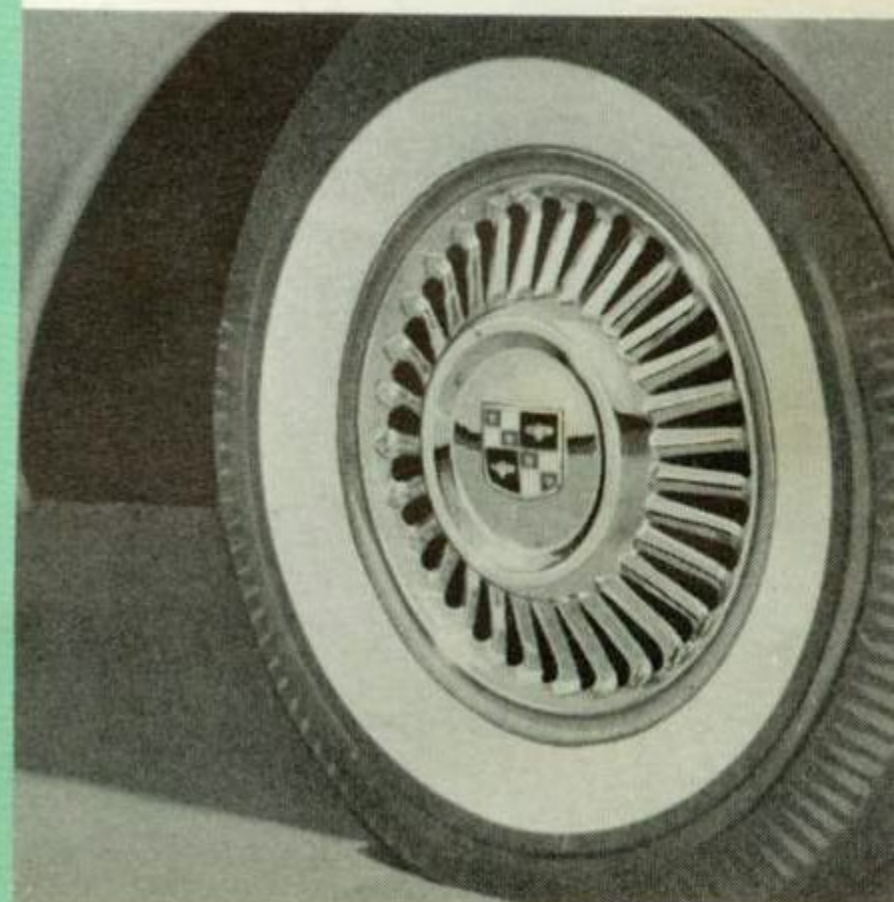
FRONT FLOOR MATS. Protect and preserve the beauty of your new front floor coverings with heavy duty rubber floor mats. Available in six striking colors, red, blue, green, brown, black and white to harmonize with all interior trim combinations.



AC-2963 LICENSE PLATE FRAMES. Dress up your license plates with these lifetime stainless steel frames which are custom designed for use on all Lark models. Patented clips hold license plate firmly in place.

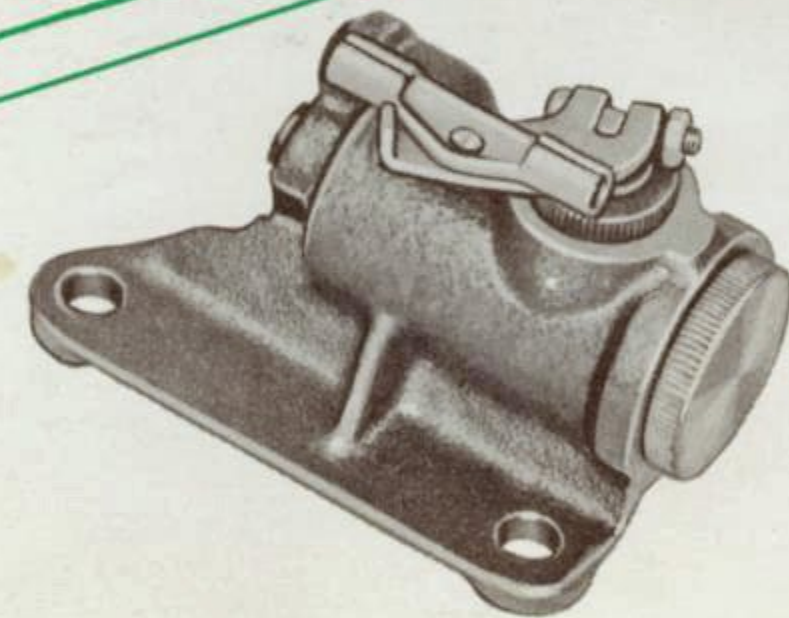


AC-3071 REGAL WHEEL DISCS. An exclusive, eye-appealing style for the Lark by Studebaker. Sparkling chrome finish with contrasting black insets. Clean easily and snap snugly and firmly into the wheel rim.



AC-2799 SPOKE TYPE WHEEL DISCS. Simulated spoke wheel discs provide dash and sparkle to all cars. Bright easy-to-clean stainless steel with Studebaker "coat-of-arms" in hub. Mount on all 15-inch wheels.

SAFETY



AC-3112 POWER BRAKE KIT. Be prepared for all emergencies with fast, smooth and positive braking action with a minimum of effort. Newly designed power brake kit gives the driver a soft, low brake pedal. Economically priced and easily installed on all Studebaker models.



AC-3109 SEAT BELTS, FRONT.
AC-2990 SEAT BELTS, REAR. Helps protect against personal injuries resulting from motoring accidents and sudden stops. Studebaker seat belts anchor securely to the floor panel and conform with standards established by The Society of Automotive Engineers. Neutral grey color.

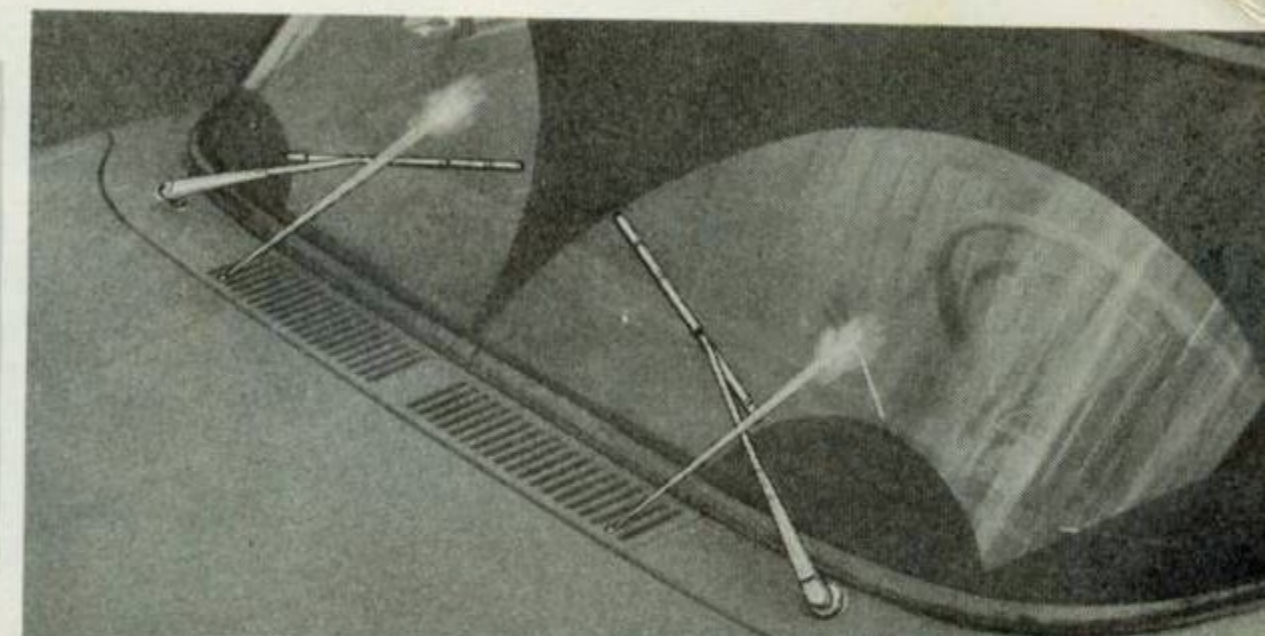
AUTOMATIC HILL HOLDER. One of many Studebaker engineering "firsts". Prevents rolling backwards on upgrades after braking to a stop. Simply keep the clutch pedal depressed and your right foot remains free to operate the accelerator on the take-off. For all models equipped with standard and overdrive transmissions.

ACCESSORIES

for your Protection



SP-50079 CHILD-GUARD REAR DOOR SAFETY LOCKS. Peace of mind for the driver . . . and protection for the children in the rear. Locks replace regular rear door lock buttons. When depressed in the locked position, they remain locked until opened by inserting key.



SAFETY AND AUTOMATIC WINDSHIELD WASHERS. Safe clear vision at the touch of the toe. Press foot control and twin streams of water squirt onto the windshield to swish away dirt, bugs and roadsplash. Washer kit comes complete with patented triangular bottle of S-P Bug Remover and Antifreeze solvent and handy storage bracket for mounting bottle in the engine compartment.

AUTOMATIC NO-CREEP. Eliminates engine creep during momentary stops without the application of the foot brake. Gives you added comfort, safety and convenience at a small cost. For all Studebaker models equipped with automatic transmissions.



ACCESSORIES FOR YOUR Comfort and Convenience



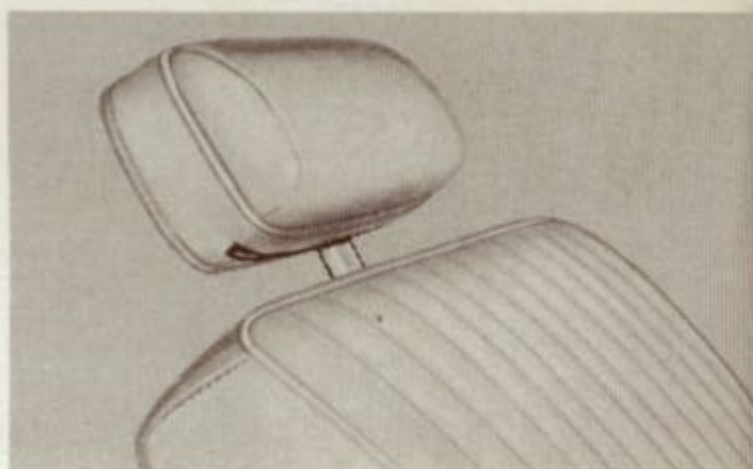
CUSHION TOPPERS. Here's smooth, cooling comfort . . . and handsome protection for the front and rear seat cushions. Plastic coated fibre is backed with Thana Foam latex base. Neutral white color with contrasting red, blue, green and black stripes.



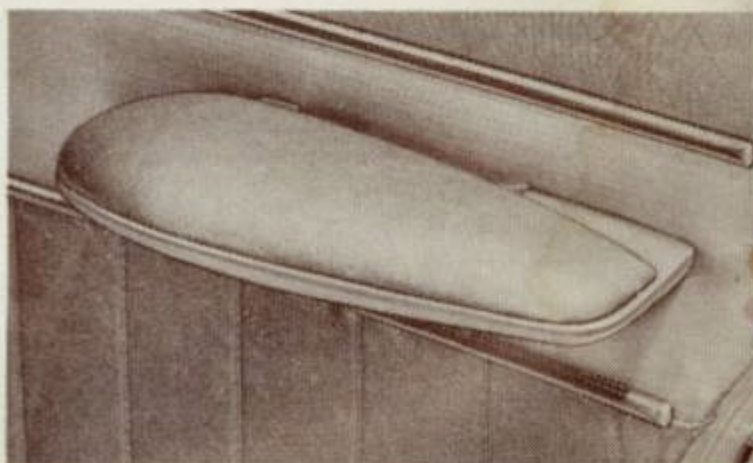
AC-3055 KLEENEX DISPENSER. Tissue is always ready and convenient. Chrome faced case is swivel mounted for easy operation and reloading.



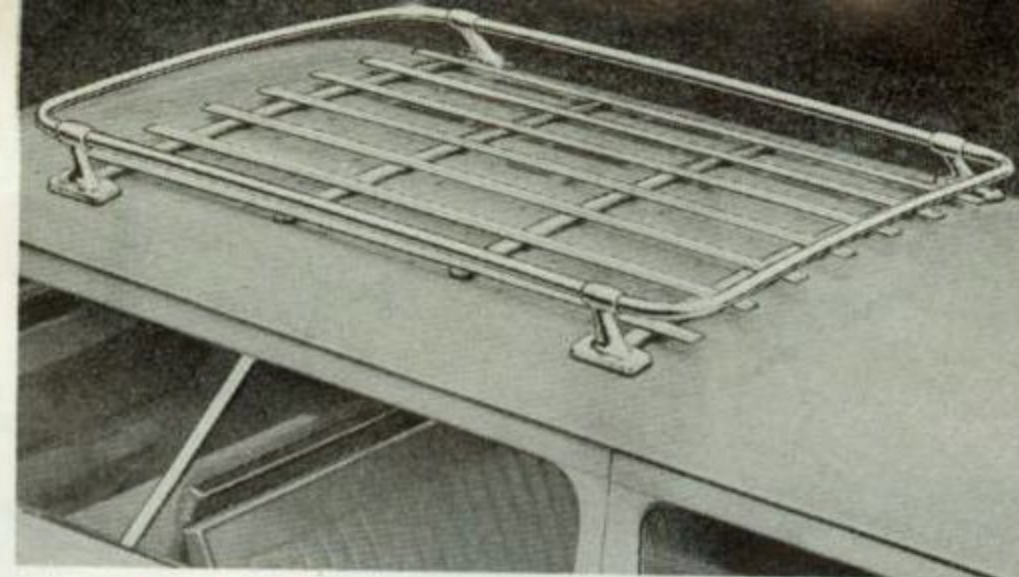
SUN VISOR KITS. Provide front seat passengers with protection from the direct rays of the sun by equipping DeLuxe Lark models with a right side sun visor.



HEAD REST KITS. True companions for reclining seats, they provide relaxing comfort to the weary traveler. Easily adjusted. Installed singly or in pairs.

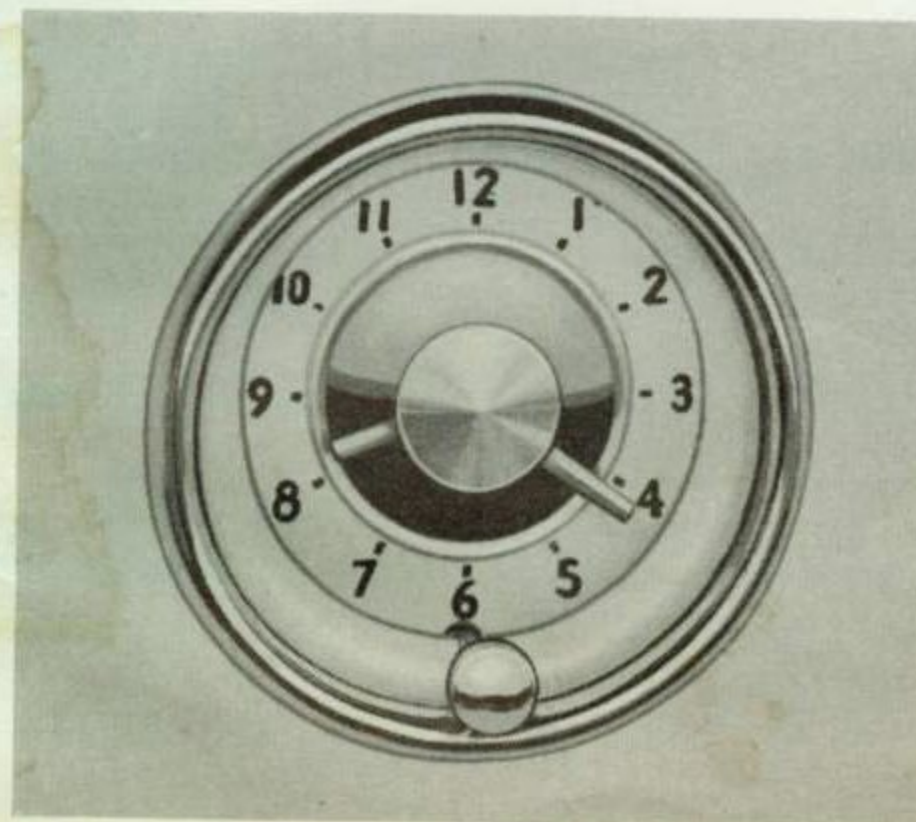


ARM REST KITS. Add comfort and convenience to all DeLuxe Lark models by equipping them with rear door or rear quarter arm rests.



AC-2912 LUGGAGE RACK. Give your Lark Station Wagon added distinction and extra carrying capacity by adding this handsome, spacious luggage rack. Sturdy guard rails and stanchions are extra heavy chrome. Platform slats are heavy gauge stainless steel.

CLEAR PLASTIC SEAT COVERS. The perfect answer for protection of the beautiful interior trims. Custom tailored to the exact measurements of the seats. Easy-to-clean, strong and durable, the covers are guaranteed against tearing, cracking and discoloring.

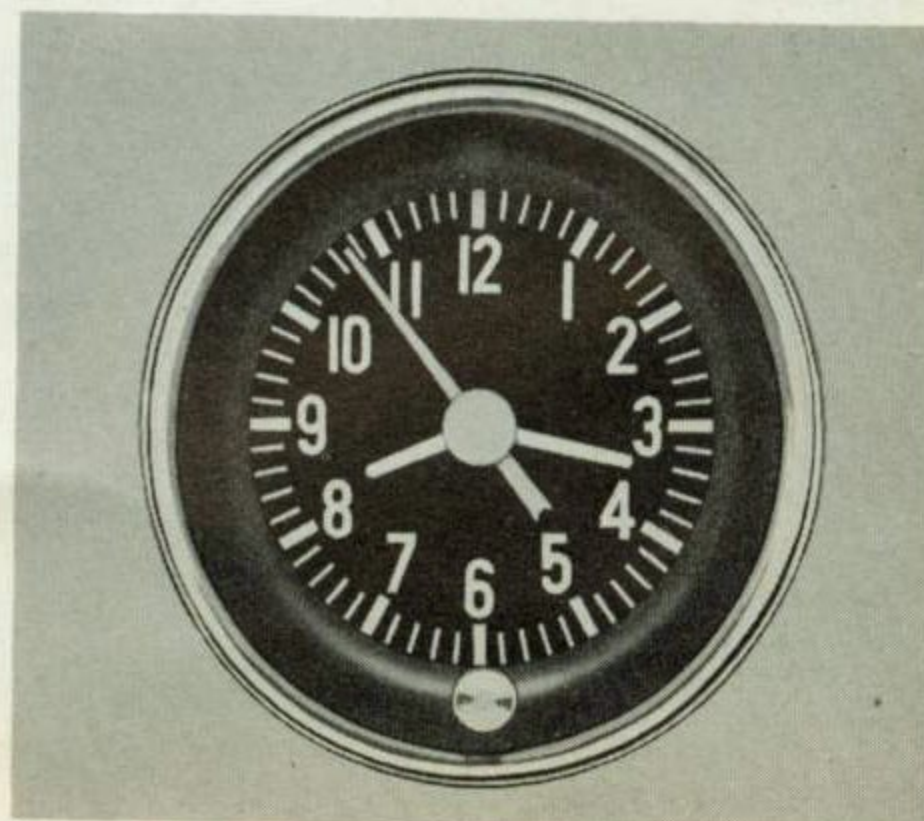


AC-3080 AUTOMATIC ELECTRIC CLOCK, LARK MODELS. (Left) It's precision made, electrically calibrated and features automatic self-adjustment for fast or slow movement. Beautifully styled to blend with the other instruments in the instrument cluster.

AC-2904 AUTOMATIC ELECTRIC CLOCK, HAWK MODELS. (Right) Sporty style with easy-reading airplane dial and sweep second hand for the Hawks. These accurate, jeweled timepieces pay for their convenience and safety advantages many times over.



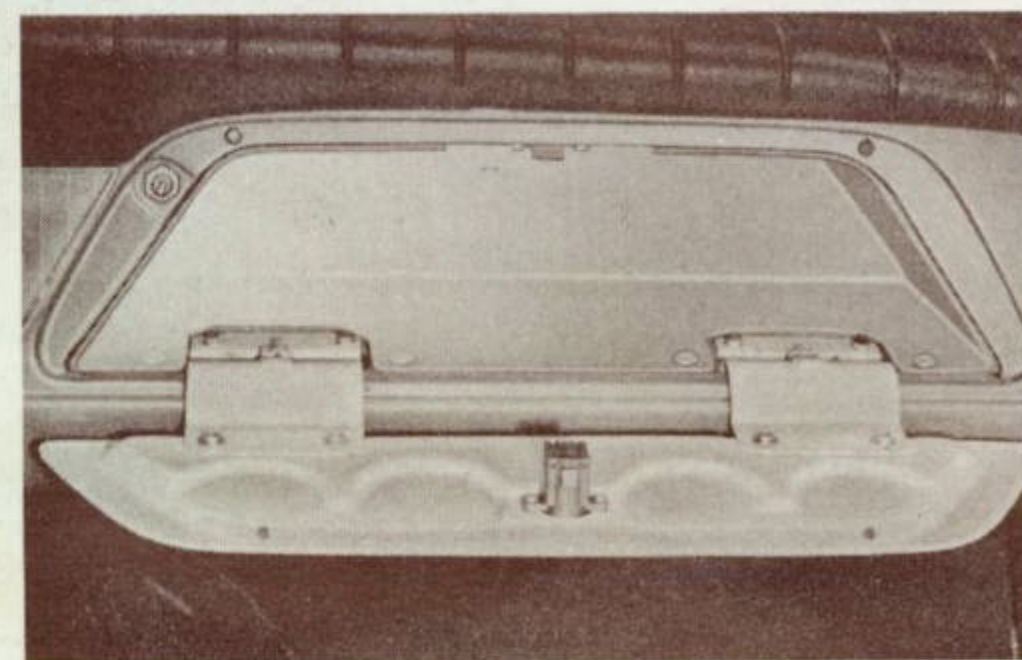
AC-3075 CIGARETTE LIGHTER, LARK MODELS.
AC-2750 CIGARETTE LIGHTER, HAWK MODELS. Simply press in, let go and in a few seconds the lighter is ready for use. Illuminated receptacle for convenience. Built-in safety shield prevents stray hot ashes.



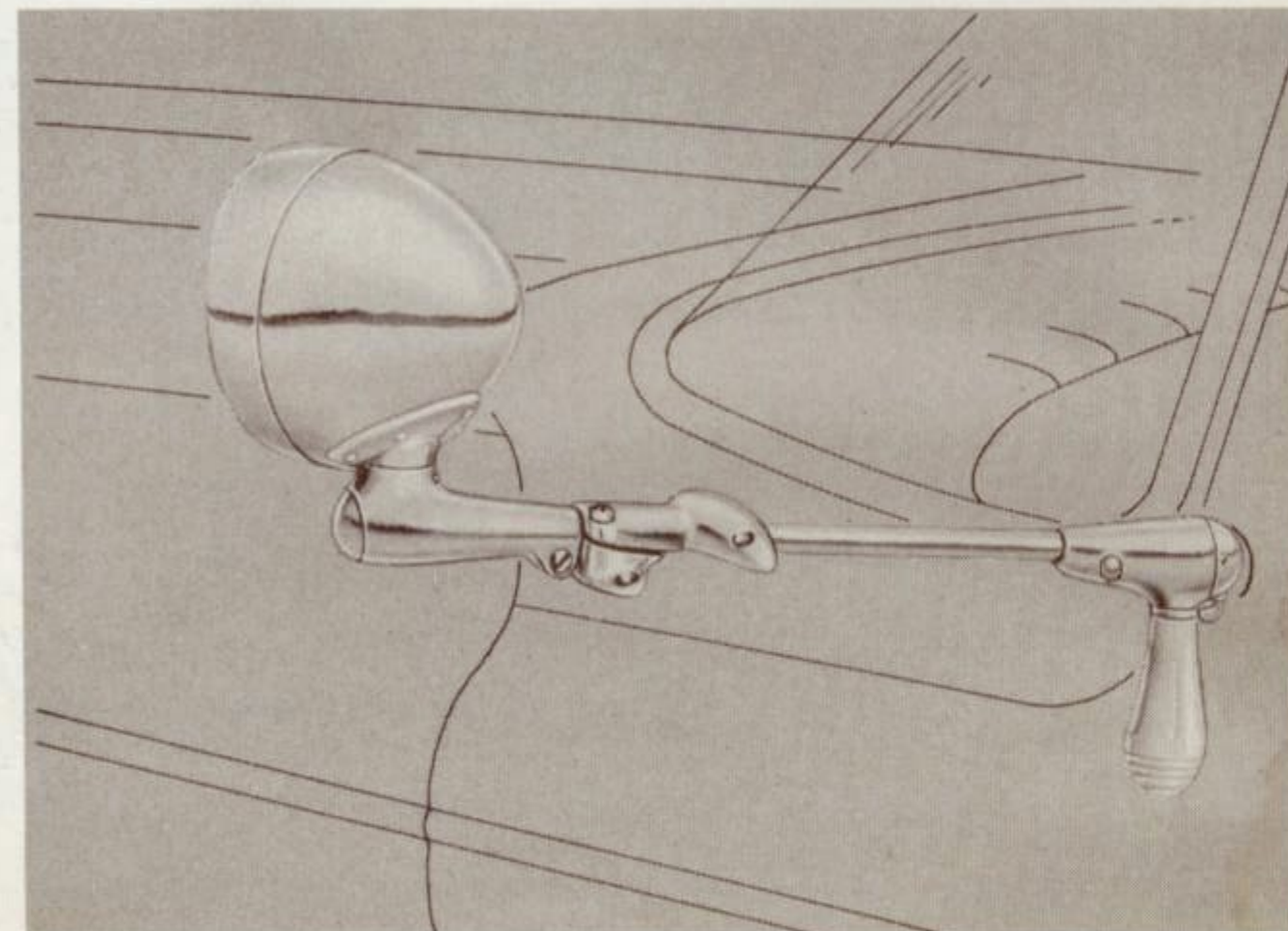
Auxiliary LIGHTS

FOR YOUR NEW STUDEBAKER

BACK-UP LIGHTS. Backing up at night presents no hazards when your car is equipped with automatic back-up lights. They light the path to the rear of the car safely and brightly. Turn on automatically when the shifting lever is moved into the reverse position.



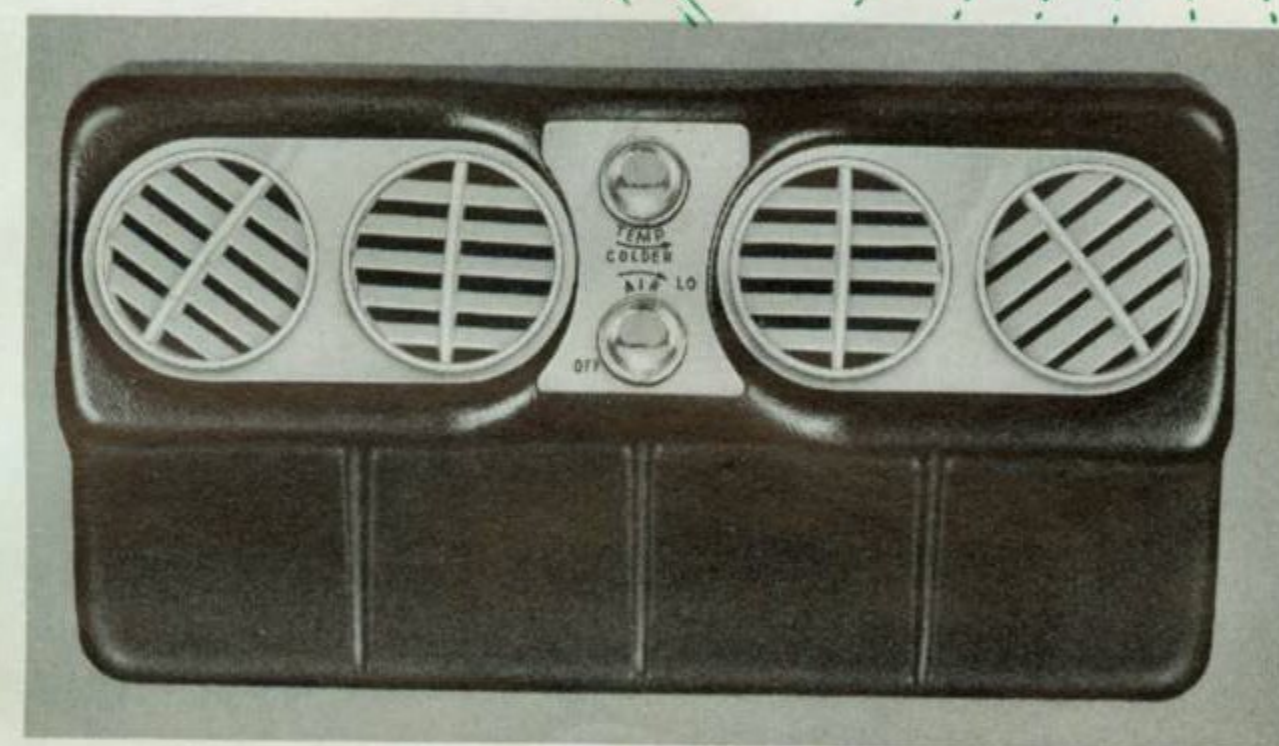
AC-3090 GLOVE COMPARTMENT LIGHT, LARK MODELS.
AC-2752 GLOVE COMPARTMENT LIGHT, HAWK MODELS. Open the door and the light turns on automatically. Eliminates rummaging or blindly searching for articles in the glove compartment. Useful as a map light too.



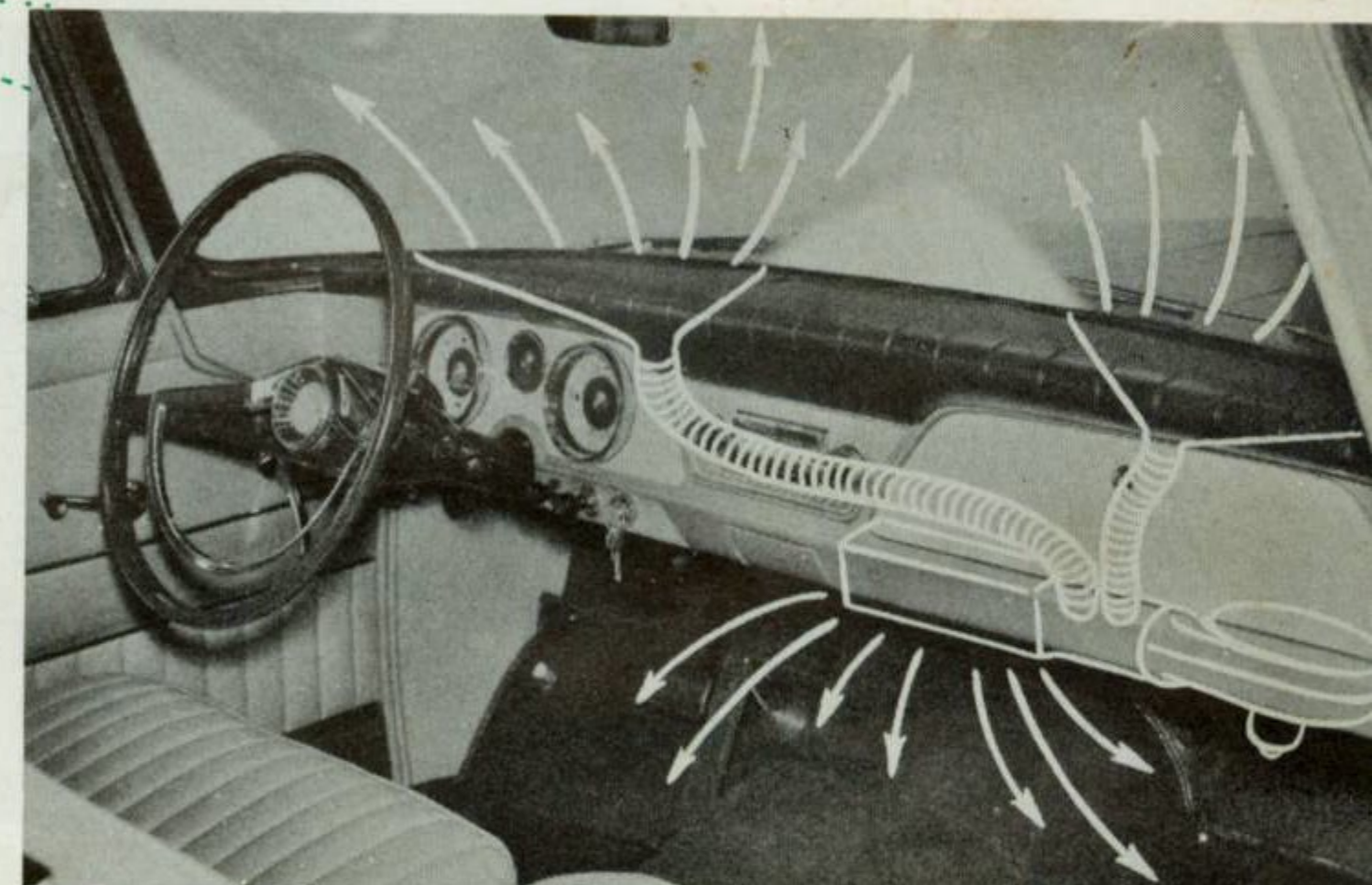
SPOTLIGHT. Powerful beam spots road signs, house numbers and road hazards quickly. Conveniently located easy-to-operate pistol grip control directs the beam to any desired angle. Available for both right and left hand installations.

All Weather COMFORT

For Your Driving Comfort in All Seasons



AIR CONDITIONING. Exclusively engineered Studebaker Under-Dash Air Conditioner is designed to be an integral part of the Lark heating and ventilating system. Clean, fresh air is directed to the Air Conditioner from the newly designed front cowl air intake. Increased cooling capacity and twin blowers allow you to drive in cool comfort even in the hottest weather. Convenient selection of temperature at the driver's finger tips. Easily adjusted air outlets to direct cool air in any desired direction.



CLIMATIZER . . . FRESH AIR HEATING, DEFROSTING AND VENTILATING. The newly designed and engineered Climatizer gives you automatic fresh air heating, defrosting and ventilating. It has the capacity to provide personal comfort and clear vision under the most adverse weather conditions. New front cowl air intake directs fresh outside air to the Climatizer. Dual purpose heavy duty blower system then forces warm fresh air through the heater outlets and defroster outlets as needed. The Climatizer provides the ultimate in comfort, convenience and economy.

Engine ACCESSORIES

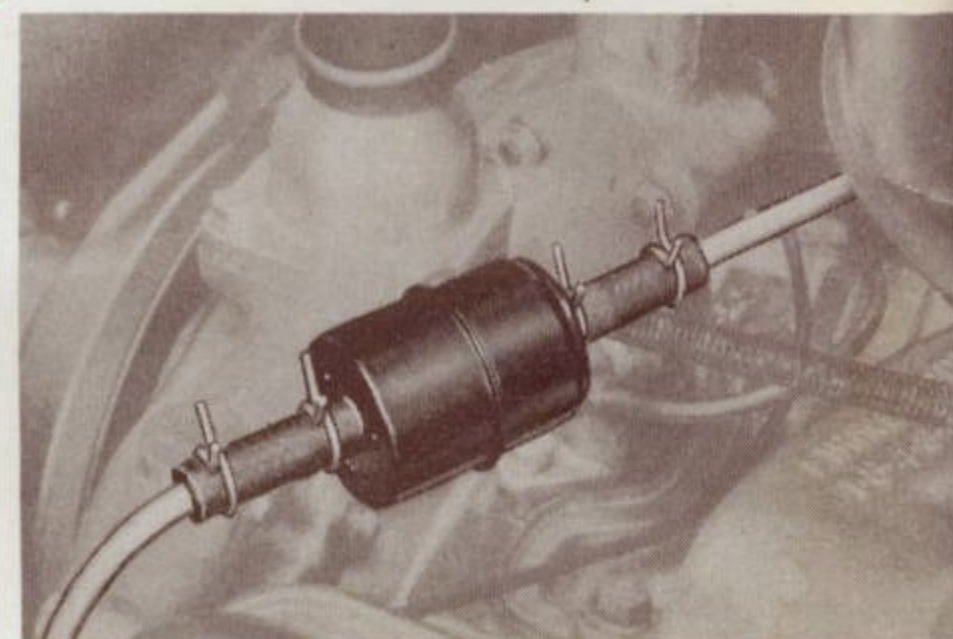


POWER KITS. "High Power" Four-Barrel Carburetor gives lightning fast acceleration for any passing emergencies yet preserves the economy of a two-barrel carburetor under moderate driving conditions. Also available for all models are dual exhaust kits which relieve engine back pressure and give longer, smoother and more economical performance.



AC-3068. OIL FILTER KIT, 6 CYL. MODELS.

AC-3069 OIL FILTER KIT, V-8 MODELS. The S-P Oil Filter is equipped with the exclusive Duocron filter cartridge to provide the most effective filtering action and meet the most exacting engineering requirements. It protects the engine against needless wear and tear by removing dirt, sludge and abrasives from the oil.



AC-2987 IN-LINE GASOLINE FILTER KIT. Assures smooth top performance and economy by removing dirt, moisture and foreign elements from the gasoline. Eliminates pressure surges and carburetor flooding caused by dirt holding open the needle valve.



Custom APPEARANCE & MAINTENANCE PRODUCTS



Lustur-Seal

BEAUTY TREATMENT



Lustur-Seal is power applied to give you a hard, long lasting finish. It removes road scum and oxidation, seals paint pores and bonds directly with the paint. Thus, it restores the sparkle of old finishes; it protects against oxidation, sun and weather; and it preserves the beauty of new finishes.

***LUBRISURANCE... CUSTOM LUBRICATION BY STUDEBAKER-PACKARD DEALERS.**



Insures Factory Recommended Care for your car by experts who know best how and where to lubricate your car. Insures the use of Custom-Made and Refined S-P Lubrication Products for longer life and better performance under all driving conditions.

* Our policy of Superior Lubrication Care.



COOLING SYSTEM. Maintain cooling system efficiency the S-P way. Flush and clean periodically. Add S-P All-Winter Antifreeze for the surest cold weather protection.



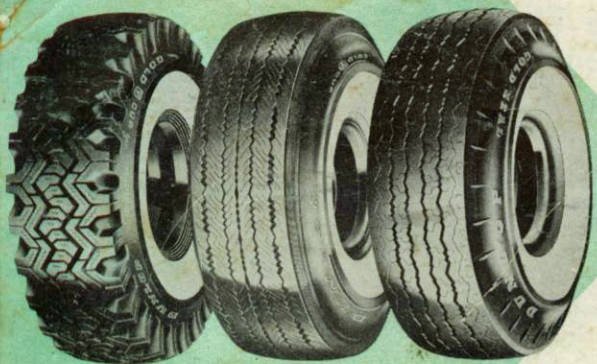
ENGINE MAINTENANCE. Assure top engine performance by adding one or more of these fine S-P engine conditioners and lubricants the next time your car is serviced.



APPEARANCE. The do-it-yourself enthusiast will appreciate the professional results he gets with these Factory Tested and Approved S-P cleaners, polishes and sponges.



TOUCH-UP PAINT APPLICATORS. Easy-to-use applicators contain fast-drying lacquer, brush and rubbing compound. Available in all 1961 colors.



DUNLOP *Tires*

EXCEPTIONAL
VALUES TO
STUDEBAKER
OWNERS

DUNLOP TIRES. Smartly styled to enhance the appearance of today's automobiles, the beauty of Dunlop tires is far more than sidewall or tread deep. Through energetic research, Dunlop . . . founders of the pneumatic tire . . . has consistently led the industry with tires that provide the maximum in comfort, safety, style and long mileage. When you drive on Dunlop Tires, you are assured of the absolute best in quality, performance and economy.



GLOBE *Batteries*

GLOBE "SPINNING POWER" BATTERIES. Treat your car to the unsurpassed performance of a Globe battery. Dry-charged for brand new surging power. Giant capacity for faster starts, longer service and more power. Built by Globe-Union, 35 year leaders in top quality battery production.



PRECISION BUILT PRODUCTS

Parts and Service Division

STUDEBAKER-PACKARD CORPORATION

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